

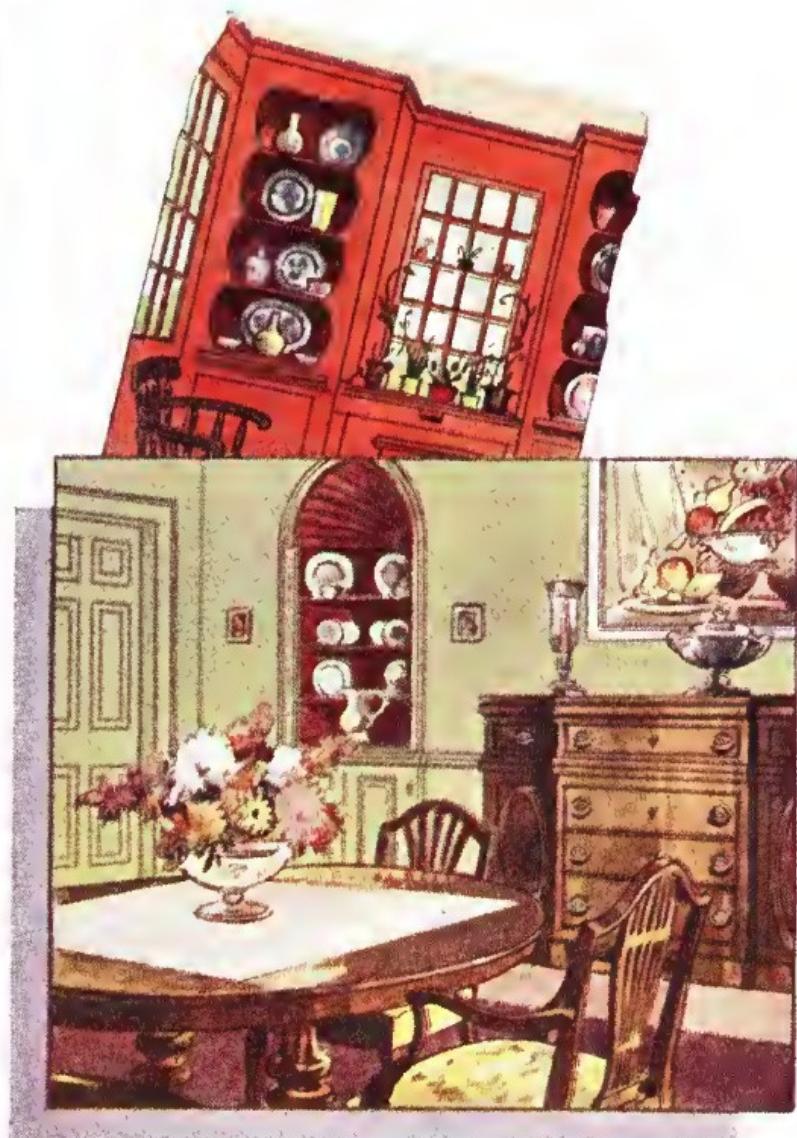
PRATT & LAMBERT

The New **Vitralite**
The Long-Life
ENAMEL



ENDURING BEAUTY

TO meet the exacting demands of present-day decoration, The New Vitralite Enamel colors were selected only after actual use in rooms of varying size, exposure and function. These superb colors are available in both Gloss and Eggshell.



THE highest type of modern enamel for interior wood or metal trim, plaster walls and furniture. A smooth, rich, porcelain-like finish which withstands wear and washing for years. Ideal for use in homes, apartments, hotels, hospitals, schools, offices.





The New Vitralite
The L
E N A

DISTINCTIVE COLOR AND

SHEER BEAUTY! Rugged durability! Remarkable color retention! These are a few of the outstanding qualities of *The New* Vitralite Enamel, as practical and economical as it is distinctive. Unlike ordinary enamels, which have a tendency to yellow, due to lack of direct daylight, or to change color because of heat and fumes, *The New* Vitralite doggedly resists such changes in color. The White is *white* and it *stays white!* The colors retain their exceptional beauty.

Used on interior woodwork, metal trim, plaster walls and furniture, *The New* Vitralite Enamel is always a compliment to good taste. The detail of beautiful wood trim and paneling is developed to its



a *Vitralite* *ng-Life* **M E L**

D ENDURING BEAUTY!

fullest extent by this long-life protective coating. The sparkling lustre of the Gloss and the satiny sheen of the Eggshell remain after years of wear and washing. Grime, grease, finger-marks and smudge are easily wiped away. Light pastel tints and rich, deep hues carry out any decorative plan. However, should different tints or shades be desired to meet particular requirements, the colors and the White may be intermixed.

For the ultimate in fine decoration in the home, apartment, office, school, hospital or hotel, *The New Vitralite Enamel* provides the finest type of interior enamel work, which assures extreme durability and economy.

The New

The Long-

TO BUILD an enduring enamel finish, all that is really necessary is a combination of quality materials, good workmanship and a willingness to follow directions. If due observance is given to these three important factors, the result will be long-lasting pleasure and satisfaction.

A fine enamel finish begins with the preparation of the surface. New wood must not only be smooth, but satin-smooth. This is easily accomplished by sanding thoroughly with fine sandpaper.

Old enameled or varnished surfaces in good condition should be sanded with a medium grade of sandpaper.

The next step is to clean the dust from every little nook and cranny so that not a particle remains to later mar the finish.

PRATT & LAMBERT INTERIOR TRIM PRIMER. On new woodwork or metal, a first coat of P&L Interior Trim Primer is applied. It has remarkable adhesion and provides a tight bond between the wood or metal and subsequent coats.

THE NEW VITRALITE ENAMEL UNDERCOATING. Next, a coat of *The New* Vitralite Enamel Undercoating is applied. On old work, the primer is omitted and the under-

PERMANENT COLOR

Vitralite

life Enamel

coating is used directly over the previously enameled or varnished surface. The under-coating supports the enamel and gives depth and body to the finish. Its smooth, solid-hiding, impervious film makes a perfect foundation for *The New Vitralite*.

THE NEW VITRALITE ENAMEL. When thoroughly dry, the surface is ready for the final coats of *The New Vitralite Enamel*. If a four-coat job is called for, a coat of Gloss is always applied over the under-coating, followed by a final coat of Gloss or Eggshell. If a three-coat job on new work is desired, only one coat of *The New Vitralite Enamel*, either Gloss or Eggshell, is required. On old work, one coat of undercoating is followed with one coat of enamel, Gloss or Eggshell.

For new walls of plaster, Keene's Cement, canvas and hard-surfaced wall board, apply two coats of Lyt-all Double Duty Primer and follow with one coat of *The New Vitralite Enamel* Gloss or Eggshell. On old enameled walls, apply one coat of Lyt-all Double Duty Primer followed by a coat of *The New Vitralite Enamel* Gloss or Eggshell. If old painted walls are in good condition, the primer may be omitted.

S O L I D

H I D I N G



BONE WHITE

ETON GREEN

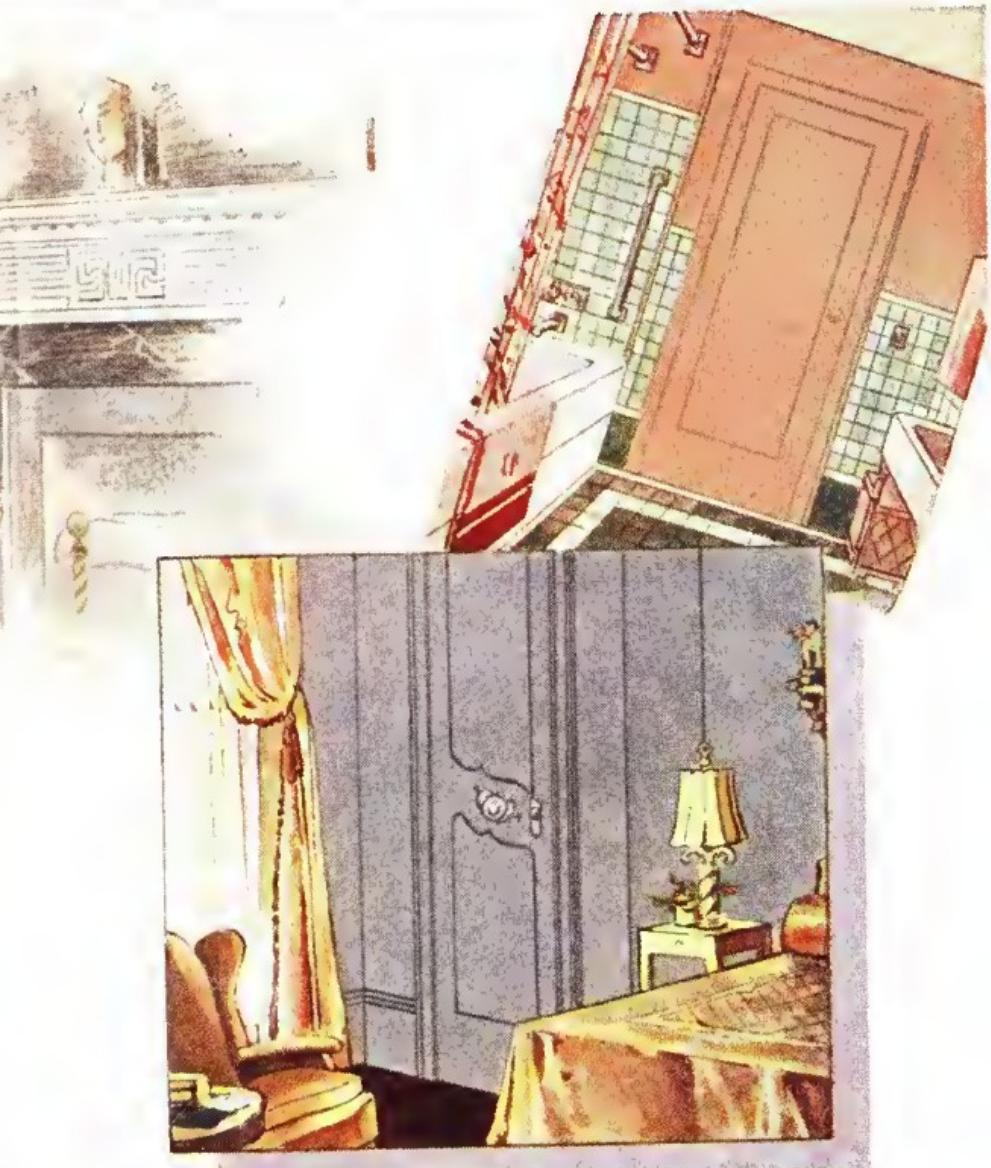


REGENCY BLUE



DUBONNET

The New Vitralite Enamel



DUSTY GREEN

SUDAN IVORY



SWEDISH RED



CARIBBEAN BLUE

in both Gloss and Eggshell.



The New
Vitry

The L

E N A



PEACH BLOSSOM



LIME YELLOW



INDIAN TURQUOISE



COCOA BROWN



Paint

Long-Life

M E L



WEDGWOOD BLUE



PLATINUM GRAY



DAWN ROSE



EMPIRE GREEN

Black and White are also available in

CHEAP PAINT AND VARNISH ARE COSTLY AT ANY PRICE



The P&L trade mark represents honest paint and varnish, made on a quality basis, to provide most economical results to the home owner.

When considering comparative costs of paint and varnish, remember that the expense of applying an inferior product is the same as the expense of applying a paint or varnish that will last two, and in some cases, three times as long.

Real economy in paint and varnish is not based on the price per gallon but on the amount of surface each gallon will cover and on the number of years of satisfactory service.

Paint and varnish quality becomes evident only after it is applied and subjected to a long period of exposure. Thus, real economy and satisfaction in paint and varnish can be obtained only by using dependable products of a recognized standard of quality.

For the outside of the house, for the interior walls, floors and furniture — for everything in and about your home, there is a Pratt & Lambert paint, varnish or enamel especially designed to do that particular job better — to insure the utmost in beauty, durability and economy.

Whatever your paint, varnish or enamel job may be, let the name Pratt & Lambert and the trade mark shown above be your assurance that you will receive the *maximum* in beauty and protection at the *minimum ultimate cost*.

PRATT & LAMBERT-INC.

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FORT ERIE, ONTARIO

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ARE COSTLY AT ANY PRICE



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